



GARDNER-WEBB UNIVERSITY
HUNT SCHOOL *of* NURSING

MILKED: Messaging to Increase Lactation Knowledge, Exclusivity, and Duration

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LIFE OF THE SCHOLAR (LOTS)

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THE MILKED TEAM



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Breastfeeding Coordinator and
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Perinatal Region V WIC Coordinator



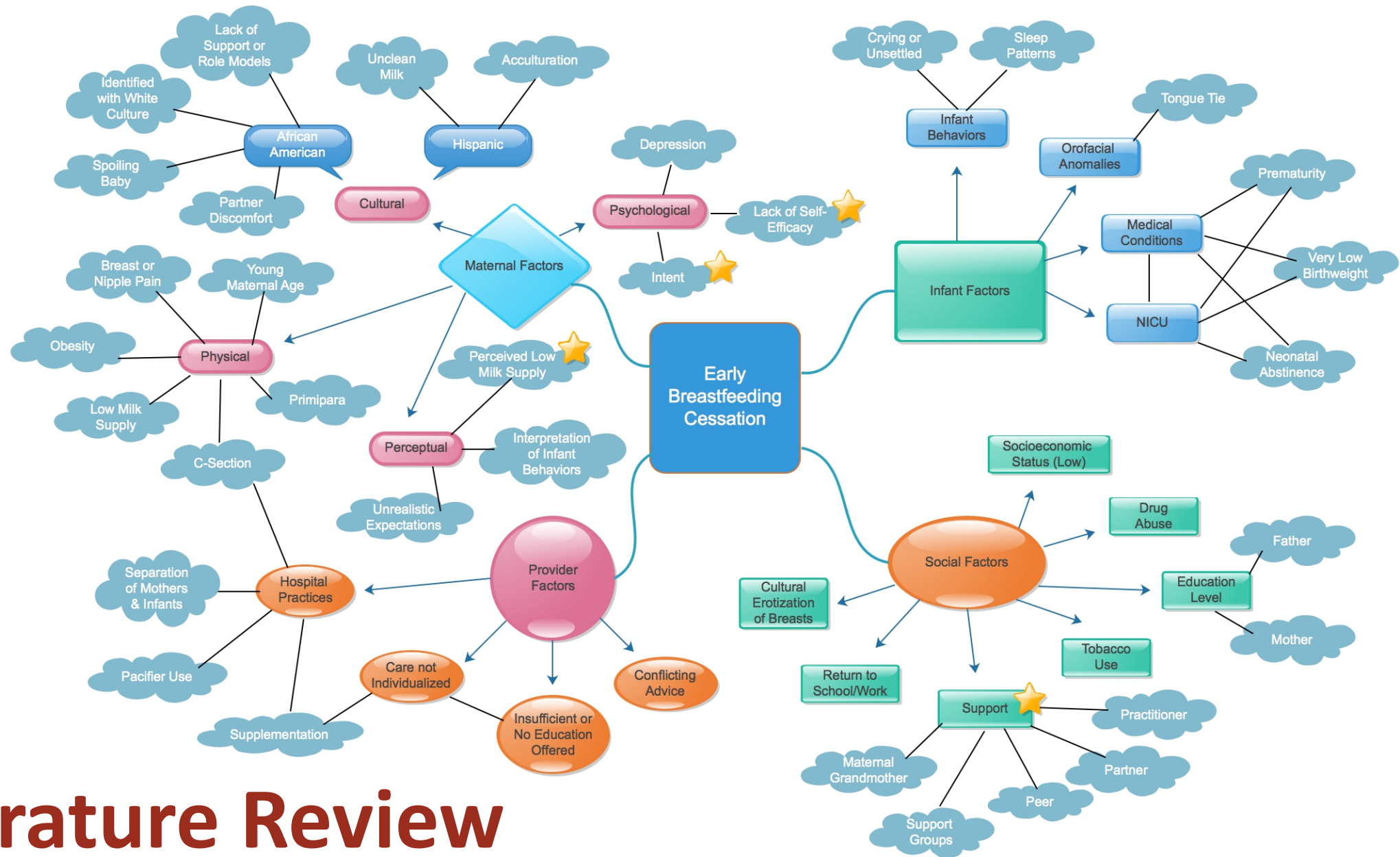
Courtney Floyd
WIC Breastfeeding Peer Counselor
New Hanover County

Problem Recognition

- Breastfeeding provides positive health outcomes for mothers and infants (AHRQ, 2007)
- Exclusive BF in NC 20.8% (37th in nation)
(Healthy Americans, 2017)
- Any BF at 6 months (national) - 51.8%
- Any BF at 6 months (NHC WIC) - 29.97%
(WIC, 2016)



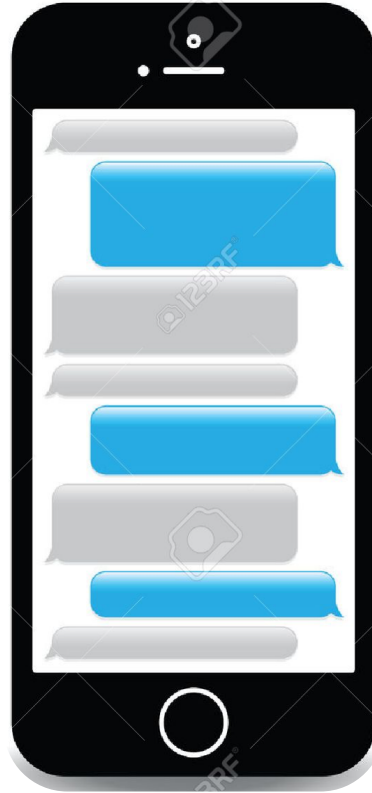
Problem Statement: Low exclusive breastfeeding rates and suboptimal breastfeeding duration constitute a public health issue with negative sequelae for mothers and infants.



Literature Review

Use a text messaging intervention to provide education and support for women in the WIC peer counseling program to increase breastfeeding intent and self-efficacy and improve breastfeeding duration and exclusivity

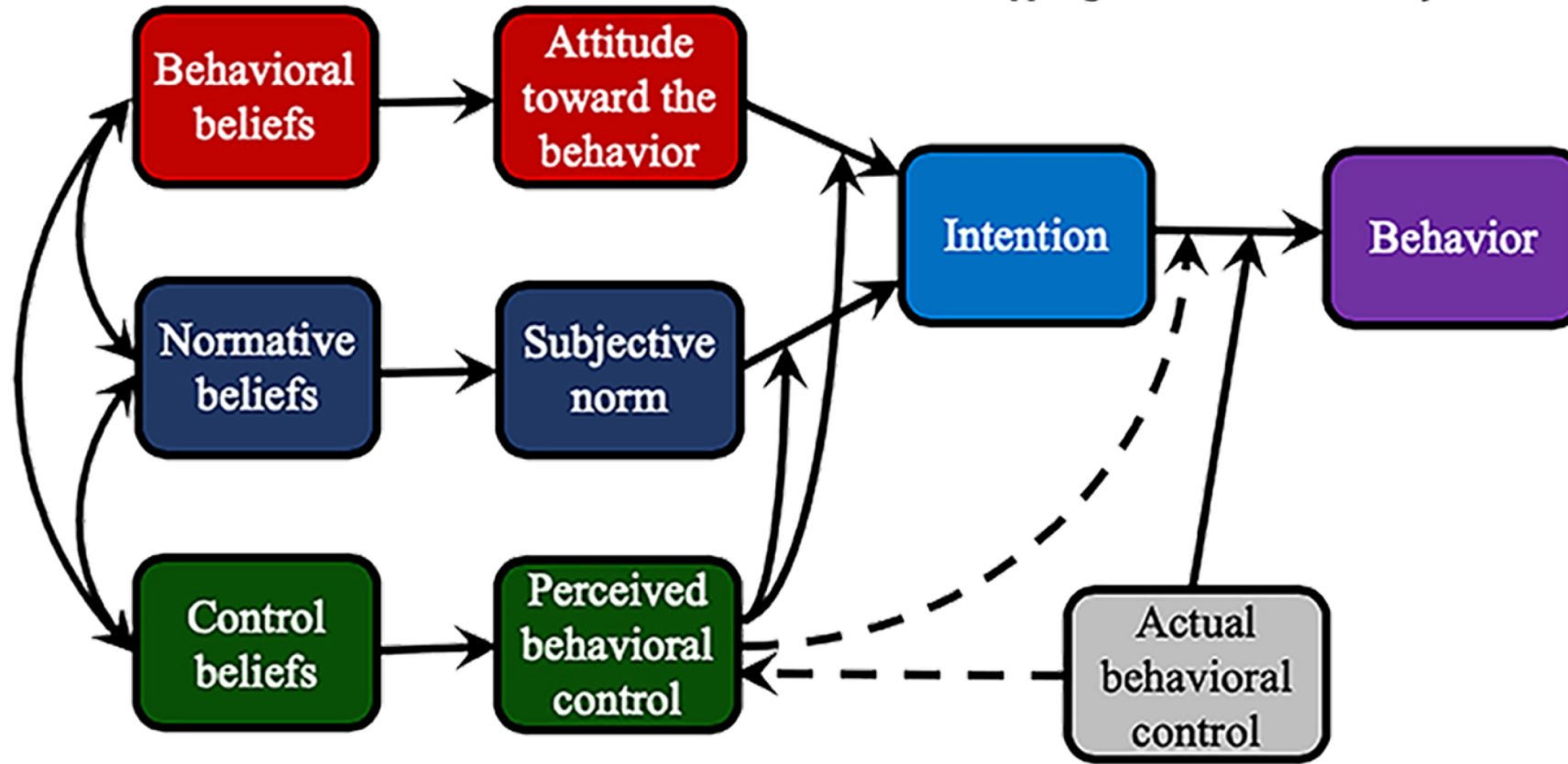
Research of Best Practices



- Intent to Breastfeed
 - Correlates with postpartum breastfeeding
 - Influenced by self-efficacy & role models
- Breastfeeding Self-efficacy
 - Correlates with initiation & exclusivity
 - Influenced by knowledge & support
- WIC Population
 - Lower BF rates than other mothers
 - Influenced by education & support
- Text Messaging Intervention
 - Effective for health promotion
 - Most effective when targeted & tailored

Ajzen's Theory of Planned Behavior

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Goals

- Educate
- Support
- Increase Intent
- Increase Self-efficacy
- Improve Duration
- Improve Exclusivity

Process Objectives

- Development
- Implementation
- Enrollment
- Engagement

Outcome Objectives

- Infant Feeding Intent
- Breastfeeding Self-efficacy
- Exclusivity Rates
- Duration Rates

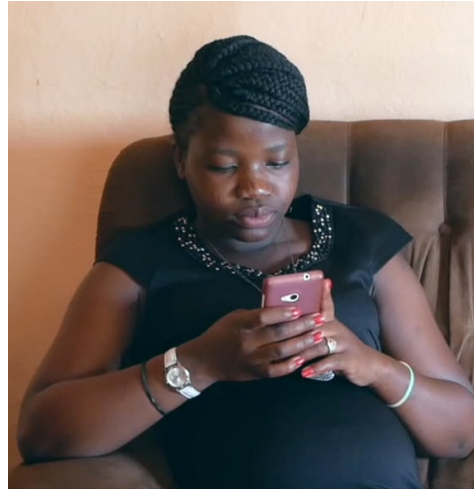
Project Design



Recruitment/Consent

PBFSES

Outcome Measure:
Breastfeeding Self-efficacy



Texting Intervention

**Infant Feeding
Intentions Scale**

Outcome Measure:
Breastfeeding Intent

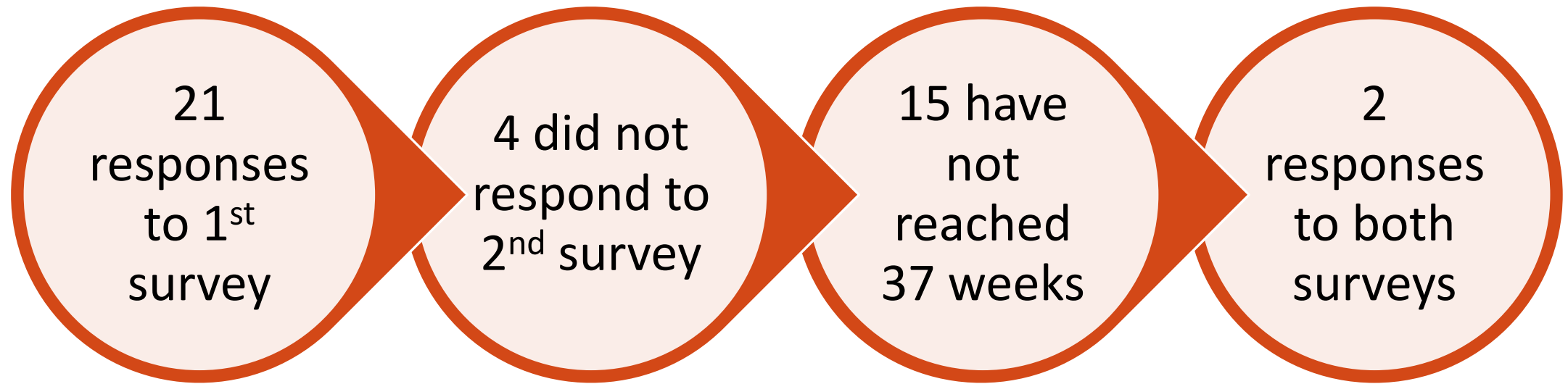


Monitoring and Revisions



Outcome Measure:
Exclusivity & Duration

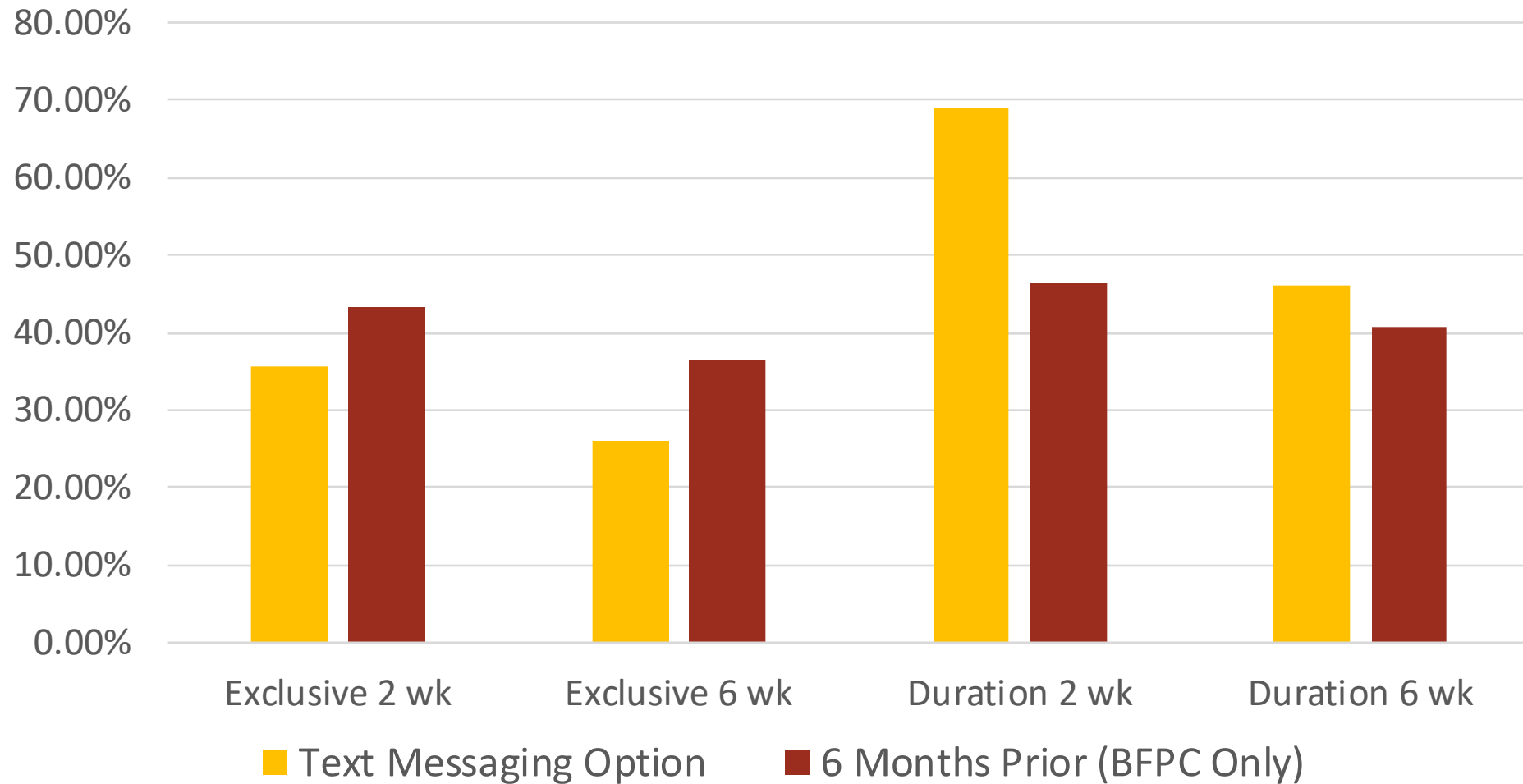
Outcomes – Intent and Self-efficacy



Respondent #	1 st IFI Scale	2 nd IFI Scale	1 st PBFSES	2 nd PBFSES
4311	16	16	100	100
2470	16	16	95	100

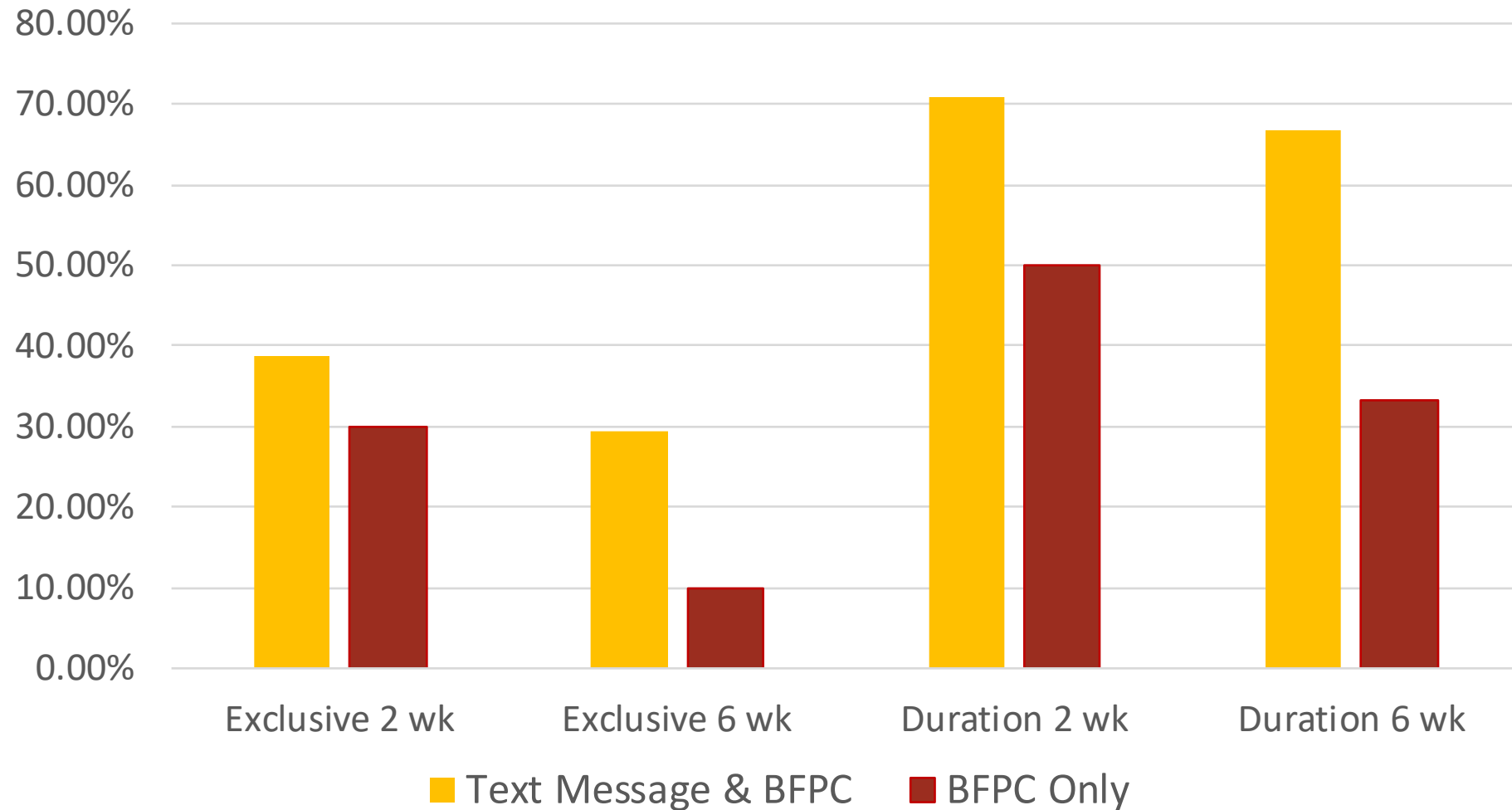
Outcomes

Comparison of Breastfeed Rates for Text Messaging Option vs. 6 Months Prior (BFPC)



Outcomes

Comparison of Breastfeeding Rates for
Text Message & BFPC vs. BFPC only



Qualitative Data

Text Messages from WIC BFPC Participants in TM Program

- ❖ Thanks, the information is very helpful.
- ❖ Text does work better for me.
- ❖ I appreciate all your help. Breastfeeding is going so well now.
- ❖ Thank you so much for all you've helped me with.
- ❖ You're an awesome contact to have.
- ❖ Text is probably the best way to contact [me].
- ❖ Thank you for checking in on me.
- ❖ Thanks for all your help and support.
- ❖ Your texts are very helpful.

Sustainability



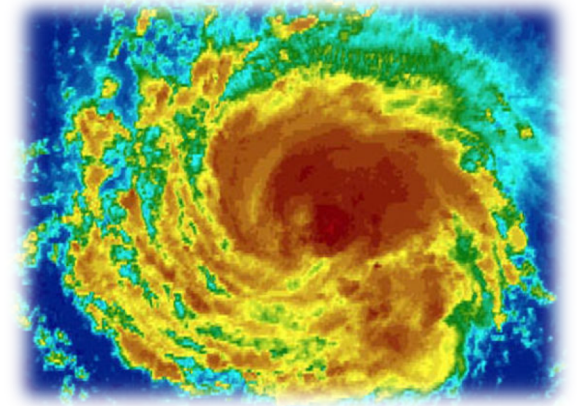
Limitations

Five Month Duration



Low Survey Response

Disruption in BFPC Services



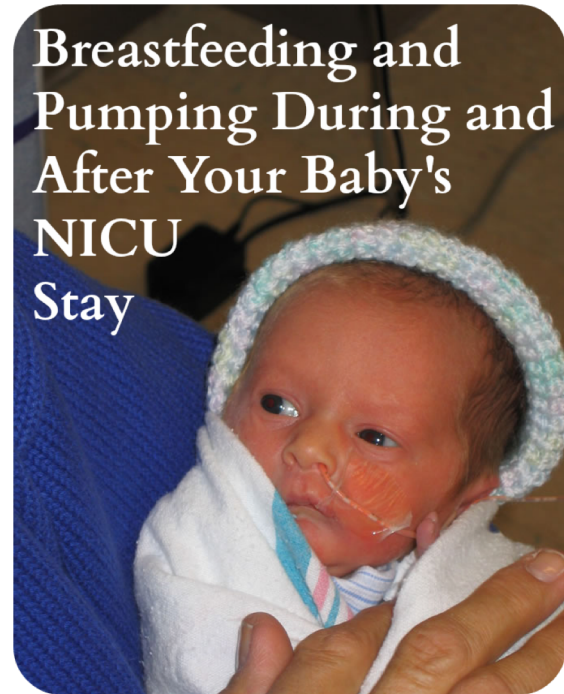
Conclusion



**Transforming Clinics for Better
Breastfeeding Outcomes**



Collaboration



**Message
Track for
NICU
mothers**

References

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